

OCT 26 2006

LAW OFFICES OF  
**McGINN INTELLECTUAL PROPERTY LAW GROUP, PLLC**

A PROFESSIONAL LIMITED LIABILITY COMPANY  
PATENTS, TRADEMARKS, COPYRIGHTS, AND INTELLECTUAL PROPERTY LAW

8321 OLD COURTHOUSE ROAD, SUITE 200

VIENNA, VIRGINIA 22182-3817

TELEPHONE: (703) 761-4100

FACSIMILE/DATA: (703) 761-2375; 761-2376

E-MAIL: ADMIN @ MCGINNIPLAW.COM

SENDER'S E-MAIL: STULINO @ MCGINNIPLAW.COM

SEAN M. MCGINN  
PHILLIP E. MILLER†  
FREDERICK E. COOPERRIDER†  
JAMES E. HOWARD†  
JOHN J. DRESCH  
SCOTT M. TULINO  
DONALD J. LECHER  
PETER F. MCGEE†  
JOHN W. FITZPATRICK†  
DONALD A. DIPAULA†

†MEMBER OF BAR OTHER THAN VA

October 26, 2006

**VIA FACSIMILE**

To: Examiner Lynda C. Jasmin  
Group Art Unit No. 3627  
U.S.P.T.O.

Facsimile No.: (571) 273-8300

From: Scott M. Tulino

Facsimile No.: (703) 761-2375 or 76

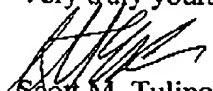
Re: Attached Request for Reconsideration under 37 C.F.R. §1.116  
U.S. Patent Application Serial No. 09/957,449  
Our Reference: LIN.002

Dear Examiner Jasmin:

Attached is a Request for Reconsideration under 37 C.F.R. §1.116.

Thank you in advance for your consideration on this case.

Very truly yours,

  
Scott M. Tulino  
Sean M. McGinn

SMT/SMM/emh  
Attachment

Total No. of Pages Transmitted: 6

OCT 26 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Makoto Inoue, et al.

Serial No.: 09/957,449

Group Art Unit: 3627

Filed: September 21, 2001

Examiner: Jasmin, Lynda C.

For: SYSTEM FOR PLACING ORDERS HAVING MECHANISM FOR REPLACING  
AN ITEM IN AN ELECTRONIC CATALOG

Honorable Commissioner of Patents  
Alexandria, VA 22313-1450  
Box AF

REQUEST FOR RECONSIDERATION UNDER 37 C.F.R. §1.116

Sir:

In response to the Final Office Action dated July 27, 2006, please consider the  
following remarks:

INTRODUCTORY COMMENTS

Remarks begin on page 2 of this paper.